

REMARKS

This is in response to the Office Action dated January 13, 2009.

In the Office Action the Examiner has required restriction that required Applicant to elect between the following inventions:

Group I: Claims 1-7 and 9-16, drawn to a method for assigning marketing metrics, claims 27-29, drawn to marketing metric software, claims 25-26, drawn to marketing metric computer, classified in class 705, subclass 10;

Group II: Claims 8 and 17-20, drawn to a multi-armed marking apparatus, classified in class 101, subclass 4;

Group III: Claims 21-22, drawn to a printed article, classified in class 283, subclass 40; and

Group IV: Claims 23-24, drawn to a computer, classified in class 345, subclass 440.

In response to the Office Action Applicant elects to proceed with the invention set forth in Group I, i.e., Claims 1-7, 9-16, 25-26 and 27-29. The election is made without traverse.

Should any outstanding matters remain the Examiner is invited to contact Applicant's representative at telephone number listed below.

If any additional fee is required, please charge Deposit Account Number 19-4330.

Respectfully submitted,

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